

Environmental factors such as technological conditions, policy issues or general economic development affect the formation of media and advertising markets. In this study we concentrate on the advertising market and argue that the state and development of advertising formats reflect the differences of environmental conditions. Therefore, our comparative case study investigates the state and possible development of advertising across eight countries using a framework that allows systematizing and analyzing advertising formats, the I/P-matrix. The picture of the advertising markets is drawn from secondary data analysis of environmental conditions and interviews with experts. The patterns found divide at least seven of the eight countries into two quite homogeneous groups. Firstly, emerging ad markets display a euphoric assessment of the future development in particular regarding online advertising. Secondly, traditional ad markets are characterized by a limited evolution of new ad formats and a down-to-earth assessment of the future development.